



8th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE)

8-9th December 2023
University of London, UK

Sponsored by
Centre for Business & Economic Research (CBER), UK
Journal of Business and Retail Management Research (JBRMR)
Centre for the Study of Organised Crime (CSOC)

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All conference participants receive a certificate of contribution with 15 CPD credits for participating and presenting at this conference.

TABLE OF CONTENTS

Welcome to CBER- 2023	4
Conference Committee	5
Tracks and Session Chairs	6
Sponsors	7
Conference Chairs and Keynote Speakers	8
General Information	17
Schedule for the Conference	20
List of countries and Institutions	29

Welcome to CBER-2023 International Conference!

Dear Conference participants

The Centre for Business & Economic Research (CBER), London, UK, the International Journal of Business and Retail Management Research (JBRMR), and the Centre for the Study of Organised Crime (CSOC) cordially invite you to the 8th International Conference on Globalisation, Entrepreneurship, and Emerging Economies (ICGEEE). In a world of rapid, and sometimes perplexing, change, it is heartening that this conference was born of a collaborative and cooperative spirit. It is hoped that ICGEEE-2023 will provide a forum for dialogue among local and international delegates, as well as a platform for leading specialists and thought leaders from around the world. This type of conference serves as a timely reminder that excellence in any field is dependent on self-reflection, benchmarking, and the pursuit of new knowledge and insight. We are grateful to the reviewers for their critical role in ensuring that this conference can continue to meet the high standards that we all strive for. In anticipation of their significant contributions, we would like to thank our keynote speakers and track chairs. We are grateful to all of the academics who have made their research available to the public through this conference. Despite the fact that it is a small conference with a limited number of presentations, we are confident that it will be a stimulating and interesting conference with high-quality presentations.

We sincerely hope that this conference will be both positive and productive, allowing us all to listen, discuss, and ponder topics that deserve our attention and reflection. Thank you for participating in ICGEEE-2023.

We wish all participants a stimulating conference.

Dr. P R Datta

*Senior Lecturer and Scholarship Lead, School of Business & Enterprise, Regent College London, UK
Executive Chair, Centre for Business & Economic Research, UK*

Prof. David M J Graves

Centre for the study of organised crime (CSOC), UK

CBER 8th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE)-8-9 December 2023

ICGEEE-2023 CONFERENCE COMMITTEE MEMBERS

Conference Chairs

- **Dr. P. R. Datta**, Centre for Business & Economic Research (CBER), Regent College London, UK
- **Prof. David M J Graves**, Centre for the study of organised crime (CSOC), UK

Conference Committee

- **Prof. Warren Mathews**, Belhaven University, USA
- **Dr B.R. Chakraborty** – Centre for Business & Economic Research (CBER), UK
- **Prof. Srinivasan Sampalli**, Dalhousie University, Canada
- **Prof. (Dr.) Deepraj Mukherjee**, Kent State University, USA
- **Prof. (Dr.) Gairik Das** –Review Editor, IISWBM, Kolkata, India
- **Dr Justin H. Beneke**, University of Winchester, UK
- **Dr (Prof.) Wallace Ford**, Medgar Evers College of the City University of New York, USA.
- **Prof. Greg Mayers**, Medgar Evers College of the City University of New York, USA.
- **Elene Evelyn**, Medgar Evers College of the City University of New York, USA.
- **Prof. Eman Abdelsalam**, Arab Academy of Science, Technology & Maritime Transport, Alexandria, Egypt.
- **Dr. (Prof.) Jo-Ann Rolle**, Dean, Medgar Evers College of City University of New York.
- **Dr Abdul Rahim Soomro**, Centre for Business & Economic Research, UK
- **Prof. Chris Bellamy**, Professor Emirates, University of Greenwich, UK
- **Gerald Doyle**, Financial Pathways Consultancy and Visiting Lecturer, Buckinghamshire New University, UK

ICGEEE-2023 ADVISORY BOARD

- **Prof. Małgorzata Magdalena Hybka**, Poznań University of Economics and Business, Poland.
- **Prof. Noha Bendary**, The British university in Egypt, Egypt.
- **Prof. Atish Prosad Mondal**, St. Xavier's College (Autonomous) Kolkata, India
- **Prof (Dr) Padmakali Banerjee, FRSA**, Vice Chancellor, Sir Padampat Singhanian University, Udaipur, India
- **Prof. Rodney Oudan**, Worcester State University in Massachusetts, USA.
- **Prof. Juan Carlos Botello**, Universidad Popular Autónoma del Estado de Puebla, Mexico.
- **Dr Chris Castillo**, Medgar Evers College of the City University of New York, USA.
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- **Prof. Rahul Gupta Choudhury**, IFIM Business School, Bangalore, India.
- **Prof. Huseynova Khatira**, The Academy of Public Administration under the President of the Republic of Azerbaijan, Azerbaijan.
- **Dr Eleni Aravopoulou**, St. Mary's University, UK.
- **Dr Chris Allen**, Buckinghamshire New University, UK
- **Prof. Michael D. MacColl**, Vancouver Island University, Canada
- **Gerald Doyle, MA**, Financial Pathways Consultancy and Visiting Lecturer, BUCKS University, UK
- **Prof. (Dr) Pellegrino Manfra**, City University New York, USA

8th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE)

Tracks and Session Chairs

DAY-1: FRIDAY, 8TH DECEMBER 2023 (HYBRID MODE)

Session-1: Inaugural Session

Gerald Doyle, Financial Pathways Consultancy and Visiting Lecturer, Buckinghamshire New University, UK

Session-2: Entrepreneurship in Emerging and Developing Countries

Prof. Thobekani Lose, Centre for Entrepreneurship Rapid Incubator, Walter Sisulu University, South Africa

Session-3: Human Resource Management

Dr Abdul Rahim Soomro, Brunel University London, UK

Session-4: The Financial Sector in Emerging Economies

Prof. (Dr.) Maria Dos-Santos, ISCTE- University Institute of Lisbon, Department of Economics, Portugal

Session-5: Marketing and Branding

Dr. P R Datta, Centre for Business & Economic Research, and Scholarship Lead, School of Business & Enterprise, Regent College London, UK

Session-6: Growth & Economic Development/E-Business, Cloud Computing & Cyber Security

Dr. Prof. Huseynova Khatira, The Academy of Public Administration under the President of the Republic of Azerbaijan, Head of Department Public Administration, and Management

Session-7: Education and Teaching/ Closing Remarks

Dr David Clemson, Regent College London, UK

DAY-2: SATURDAY, 9TH DECEMBER 2023 (VIRTUAL MODE)

Session-8: Supply Chain Management and Marketing

Gerald Doyle, MA Financial Pathways Consultancy and Visiting Lecturer, BUCKS University, UK

Session-9: Workshop session on Scientific Research

Prof. David M. J. Graves, Centre for Study of organised Crime (CSOC), UK

Session -10: Growth & Economic Development/Entrepreneurship

Prof. (Dr) RK Arya, Manav Rachna International Institute of Research and Studies Faridabad, India

Session-11: Spotlight Keynote Addresses

Dr P. R. Datta, Centre for Business & Economic Research and Scholarship lead, Regent College London, UK

Session-12: Education and Teaching

Prof. (Dr) Pellegrino Manfra, City University New York, QCC, USA

Session-13: Poster Presentations

Prof. (Dr.) Małgorzata Magdalena Hybka, Poznan University of Economics and Business Department of Public Finance, Poland

Session-14: Announcements and Closing Remarks

Gerald Doyle, MA Financial Pathways Consultancy and Visiting Lecturer, BUCKS University, UK

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Co-Sponsors



The Centre for Business & Economic Research (CBER) was founded in London in 2006 with the aim of inspiring, recognizing, and supporting excellence in Business and Economic research. Currently, the Centre has three main areas of endeavour: organizing an annual cycle of international academic conferences, producing academic journals, and offering bespoke consultancy projects both in the United Kingdom and further afield. CBER works assiduously to facilitate international collaboration, providing an independent and credible source of advice, as well as contributing to academic debate and research. The Centre is fortunate to have a truly international following and is committed to encouraging knowledge sharing, foresight planning and greater interaction between academics, policymakers, thought leaders and those engaged in diverse commercial activities. Through both its researchers and a network of specialists internationally it is well placed to provide targeted consultancy work aimed at providing fresh insight and understanding that is underpinned by credible research methods and a thorough and objective approach.



The JBRMR is a scholarly and refereed journal that provides an authoritative source of information for scholars, academicians, and professionals in the fields of business and retail management. The objectives of the JBRMR are to attract and publish theoretical, conceptual, and empirical manuscripts from academics and professionals from all disciplines regarding a wide range of contemporary issues in business and retail management. The aims of the journal are to disseminate knowledge; provide a learned reference in the field; and facilitate communication between academic and research experts, and executives.



The Centre for the Study of Organised Crime (CSOC) provides bespoke training and research services to the policing, university, business, and policy spheres.

Whether it's drug trafficking, cybercrime, fraud, or financial investigation our experts can provide bespoke courses tailored to your organisational needs.

CONFERENCE CO-CHAIRS & KEYNOTE SPEAKERS

CONFERENCE CHAIRS

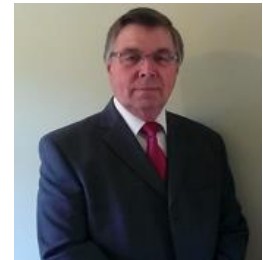


*Dr. P R Datta FCIM, FRSA, CMBE, FHEA
Centre for Business & Economic Research, London, UK.
Senior Lecturer and Scholarship Lead, School of Business &
Enterprise, Regent College London, UK*

Dr Datta earned his first degree in Plasma Physics from the Peoples' Friendship University of Russia in Moscow, MSc in marketing from Glamorgan University, UK and PhD in Marketing, University of Hertfordshire, UK. He is a fellow and member of the Chartered Institute of Marketing (CIM), UK, and various professional bodies, including the British Academy of Management, the European Marketing Academy, and the European Institute for Advanced Studies in Management. Currently, Dr Datta holds the Executive Chair of the Centre for Business & Economic Research (CBER) position and is Editor-in-Chief of the Journal of Business and Retail Management Research (JBRMR), and also a Senior lecturer and Scholarship Lead, School of Business & Enterprise, Regent College London, UK. Dr. Datta has published extensively in international refereed journals and conferences, and several of his publications have received positive feedback from business and management scholars. In 2019, he was recognised in the United States by the US Congress, the New York State Assembly, and the NYC Small Business Service for his research contribution.

His book: Relationship Marketing for Enhancing Customer Retention (2018) is currently available in five languages. He published 5 books, including "We're doomed! Brexit Revisited," The Art of Entrepreneurship: the path to success and wealth creation. He is a regular contributor to international academic conferences. He contributes regularly various business and higher education articles in prominent English language daily newspapers in Bangladesh.

*Prof. David M J Graves
Centre for Study of the Organised Crime (CSOC), UK*



After a varied career in the Public Sector, David specialises in Private and Public Corporate Governance issues, National and International Financial Crime, and all fraud-related offences. Now a retired Fraud Squad Detective, David has extensive experience in the areas of Management Skills and Training, Corporate Governance within the Public/Private Sector, National and International Global economic crime, Money Laundering, Identity Theft, The Police & Criminal Evidence Act, Vulnerable and Intimidated Witness programmes, Crime Reduction strategies, Project Management/Leading Project Teams, Business Customer Care Programmes, Degree course design for Universities.

During his time within the Police service, David was the Manager of one of only three U.K. National Police Fraud Management Courses accredited by Teesside University Business School. Since leaving the Police Service, David has taught law subjects at Warwick University Law School and a wide range of Managerial Skills at Coventry City University Management School. David has both developed and taught academic programmes on the subject of Corporate Governance at Magna Carta College, Oxford. David has previously held the position of lecturer of Law and Corporate Governance at the International Policing and Justice Institute, University of Derby. Since setting up his own company, 'dg Anti-Fraud Consultants Ltd', David has been commissioned to assist the Polish, Turkish and Lithuania Governments' fight against organised crime. He has presented training and delivered papers on Government reform strategies, Corporate Governance, Money Laundering, Organised Crime Issues, Corruption, VAT Fraud and runs bespoke delegate inter-active workshops to the Polish Police, Customs Officers, Border Guards and Prosecution officials at different venues in Poland. These programmes have gained European recognition and have been extended to cover Turkey and Lithuania. Missions of this nature in these developing countries continue to be in high demand by the sponsoring authority, The European Commission in Brussels.

He is a Fellow Founding member of the Institute of Leadership and Management, a Chartered Manager and Fellow of Chartered Management Institute, appointed Chancellor and a Fellow and member of the Board of Governors of the African Business School U.K. Division and a member of the Association of Certified Fraud Examiners. David is the current CEO of the Centre for the Study of Organised Crime (CSOC).

KEYNOTE SPEAKERS



Professor Chris Bellamy, Professor Emeritus of Maritime Security, University of Greenwich, Editor-in-Chief International Journal of Maritime Crime and Security, UK

Chris Bellamy is Professor Emeritus of Maritime Security at the University of Greenwich, where he was from 2010 to 2014 Director of the Greenwich Maritime Institute. He is also a visiting Professor at the University of Hull, and in 2018 completed a Visiting Research Fellowship on the Changing Character of War (CCW) Programme at the University of Oxford, on Hybrid Warfare in Russian Military Thought. He is the author of eight major books. His penultimate book, *Absolute War: Soviet Russia in the Second World War* (Pan/Macmillan, 2007, 2009, Knopf, 2008) has been translated into several languages – Spanish, Italian, Czech and Estonian, and for which he won the 2008 Westminster Medal for Military Literature. In 2019 he was appointed founding Editor-in-Chief of the new *International Journal of Maritime Crime and Security* (IJMCS), ISSN 2631-3855 (print), ISSN 2631-3863 (online). The first two issues (February and September 2020) are now available. In November – December 2019 he taught at the Bangabandhu Sheikh Mujibur Rahman Maritime University (BSMRMU) (Dhaka) from 30 November to 5 December.

*Dr Jo-Ann Rolle
Dean, Business School
Medgar Evers College of City University of New York,
USA*



Dr. Jo-Ann Rolle is the Dean of the School of Business at Medgar Evers College. Dean Rolle has extensive executive leadership experience in higher education, corporate and federal government operations. In 2015 she was awarded recognition by the *Network Journal* as one of the 25 influential African American women in Business. Dean Rolle's background includes working in multiple Federal agencies, academic institutions, IBM, and consulting. In academic institutions, she has been responsible for academic leadership, academic programs, and student affairs. She has launched multiple undergraduate and graduate degree programs. She has taught courses in economics and entrepreneurship. Her skill set includes higher education administration; developing and leveraging strategic partnerships; innovation creation; small business development; disadvantaged business development; and staff development.

At Medgar Evers College, under the leadership and support of President Rudy Crew, and Provost Augustine Okereke, Dean Rolle launched the Entrepreneurship & Experiential Learning lab (EEL) in the fall of 2015. Since the EEL launch, Medgar Evers College teams have studied entrepreneurship in ten countries; published over 10 papers; initiated four international agreements and in 2016 coached the first woman to win the CUNY-wide SmartPitch competition. Dean Rolle is sought after internationally as a keynote speaker on entrepreneurship and economic development.



Dr. Prof. Gairik, Das
Indian Institute of Social Welfare & Business Management
(IISWBM), Kolkata, India

Professor & Head Business Management Projects and MDP at Indian Institute of Social Welfare and Business Management, Kolkata, India. Served as Nominee of His Excellency The Governor of West Bengal (Chancellor of the University) at the General Council & Executive Council of Maulana Abul Kalam Azad University of Technical Education. Member of Marketing and Retail Sub Committee of Confederation of Indian Industries (CII East India). Member Governing Body: Academy of Business and Retail Research, UK, London

With Total work experience of more than 27 years

Faculty in the following subject areas: Marketing Management, Marketing Communications, Brand Management, Consumer Buying Behaviour, Sports Marketing, Retail Management Area, Corporate strategy, Business Research, etc. **Management Consultant** in several Government projects related to Department of Rural affairs, Govt of West Bengal, OBC Reservation Impact Analysis, Department of Higher Education, Minority Affairs and Madrasah Education Department, Department of Consumer Affairs, Principal Consultant of Mahatma Gandhi National Rural Employment Generation Schemes, Consultant in projects with Department of Tourism, Department of Agriculture, Govt. of West Bengal, Indian Railway and Catering and Tourism Corporation, National Jute Board, Govt. of India, etc. Consultant to Vedanta Foundation (belonging to the worldwide Vedanta Group). Just concluded two major assessment study on Capability Maturity models for two (2) top PSUs in India (Bridge & Roof, EPIL). On invitation of the British High Commission, India, trained the MENSA Consular HOS (14 countries) on Project Management. As trainer, conducted several management developments programmes in Government and Non-Government Organisations and conducted market research for some established organizations. Have also published and presented several research papers at National and International Conferences. Guide to PhD and MPhil Scholars.

Prof (Dr) Sarat C. Das
Director (Research), C3S Business School, Spain and
Director, Aspire Business School, Barcelona, Spain



Sarat Chandra Das has well over two-and-a-half decades of working career behind him, spanning television broadcasting, print and news media, publishing and teaching in Australia, Afghanistan, Nepal, Spain, Thailand, UAE, and the UK's higher and further education sector which accounts for nearly a decade of teaching in higher education space. Currently, Das works as dean (research) at C3S, Spain and co-owns Aspire Business School, Barcelona, Spain. Besides, he works with multiple American, Canadian, Australian and the UK universities setting up their approved centres, structuring their delivery on MOOC / VLE and arranging for research and academic collaboration with peer-group universities, institutes, and government agencies across the world. A large part of this delivery in recent years is arranged through his UK-based nodal company KiLax Ltd, Academy of Policy and Research, a London based think tank and seminar organisation which Das co-owns with others, and an official position Das keeps with Bucks New University (UK based public research university) as its regional director (partnership) located in UAE. Most of Das's education career has been in key positions involving teaching and overseeing the delivery of UK university programmes in institutions such as University of Wales, Anglia Ruskin University, University of Brighton at Hastings campus, and Cardiff Metropolitan University. He also worked with a Level 8 students research group. Prior to this, he was involved in managing editorial production of newspaper, news media, book publishing and television broadcasting. At the beginning of the pandemic, Sarat Das founded the public healthcare campaign 'Fight Corona' with local chapters dotting across the world.

Widely published in both scholarly press and popular media, Das in recent years largely shifted his focus to peer-reviewed academic journals and books following the assignment to cover the London Olympics for a syndication service (published with Yahoo!). His published portfolio in popular media includes Gemini (Panos Features), Dotlit (Australian literary magazine published by Queensland University of Technology), Times of India, Yahoo!, Statesman, Hindustan Times, Economic Times, Observer, Dataquest, Indrama, Blitz, Discover India, Swagat, Pioneer, Sify, Tribune, Northeast Sun, DNA, Deccan Chronicle, etc. Das's broad areas of research interest include disciplines such as philosophy, literature, social science, and cultural anthropology, and any of this subject area's crossover to management. His much-cited research papers are truth theories, post-structuralism, surrealism, existentialism, thought experiment, Social Network Analysis, and repurposing some of the popular discourses for management discipline, i.e, Peter Drucker's knowledge worker, Malinowski's ethnography of "participant observation", Stanley Milgram's social psychology experiments, etc. Das also writes a regular column in a few publications, such as Business India.



*Dr Chris Allen
Buckinghamshire New University, UK*

Dr Chris Allen is a researcher, lecturer, consultant, and commentator specialising in organised crime and how it operates. He has significant experience in lecturing on drug trafficking, cybercrime, human trafficking, and firearms trafficking, among other subjects. He is currently Senior Police Practice Tutor at Buckinghamshire New University, where he has responsibility for the Evidence Based Research projects undertaken by officers and is leading a joint research project on the scope for a data harmonisation approach to international organised crime investigation with the Police Foundation. He is also an Honorary Research Fellow at the Buckingham University Centre for Security and Intelligence Studies.

CONFERENCE SESSION CHAIRS



*Dr David Clemson
Regent College London, UK*

David constructs 'hyphens' between unusual places that enable disruptive change and innovation. He joined Regent College London in March 2022 as a Business Lecturer and continues his push for education embracing local meaning-making of individuals and communities, and the wider politics of complexity. David's expertise is particularly focused around the UN SDGs and their implementation. His academic work over the past 20 years has been primarily in the business and management field. David is a trans-disciplinarian; as an educator he believes that if education is not transformative then it is not education – that perpetuates the same 'business as usual' conformist thinking. Encouraging a holistic systems approach that brings together the tension of short-term thinking/crisis management with the very long-term thinking associated with sustainability, he enables emergent thinking amongst learners to develop leadership and strategy through sense-making and scenario analysis. He has worked as an investment manager, developed, and run management consulting practices. He is also a technical analyst, particularly focusing on Elliott Wave Theory and Socionomics. This brings together self-similarity across scales – fractals – which drive thinking in enterprise development, risk management, markets, and marketing.



*Prof. Pellegrino Manfra
City University New York, QCC, USA*

Dr. Pellegrino Manfra is a full professor at City University New York at Queensborough CC. He is the author of more than 300 published articles. His articles have been published and presented in many academic and international professional conferences and symposiums. Throughout his academic career, Dr. Manfra was invited to present his research at Harvard University, Princeton University, MIT University, University Rome, Bocconi University, University Of Naples, Pegaso University, and many other prestigious Universities. Dr. Manfra's research has been on the Federal Reserve System and its enormous influence on the economy and on the business cycle. He has presented many articles on the subject. In addition, he has done research and presented articles on crypto currencies. In addition, he is doing extensive research in Roman Empire and its influence on U.S. constitution, Bill Rights, and law. He was awarded the prestigious University Excellent In Teaching, the Mirko Trimaglia outstanding recognition scholar outside Italy and recent was awarded the best paper at Harvard University International Journal Social Science.



*Prof. (Dr) RK ARYA
Manav Rachna International Institute of Research and Studies Faridabad India*

Prof. Arya studied at Delhi University and hold three PG degrees in Finance, Econometrics and Statistics and a Doctorate in international economics. He had worked for policy planning and research with government of India. Prof. Arya contributed about 70 research papers to various conferences and attended numerous workshops and seminars. He has been guiding Research scholars on various research topics. He writes on economic issues in leading economic newspapers.

	<p style="text-align: center;"><i>Dr. Prof. Huseynova Khatira</i> <i>The Academy of Public Administration under the</i> <i>President of the Republic of Azerbaijan</i> <i>Head of Department Public Administration and Management</i></p>
	<p style="text-align: center;"><i>Prof. David M. J. Graves</i> <i>Centre for Study of organised Crime (CSOC), UK</i></p> <p><i>After a varied career in the Public Sector, David specialises in Private and Public Corporate Governance issues, National and International Financial Crime, and all fraud-related offences. Now a retired Fraud Squad Detective, David has extensive experience in the areas of Management Skills and Training, Corporate Governance within the Public/Private Sector, National and International Global economic crime, Money Laundering, Identity Theft, The Police & Criminal Evidence Act, Vulnerable and Intimidated Witness programmes, Crime Reduction strategies, Project Management/Leading Project Teams, Business Customer Care Programmes, Degree course design for Universities. During his time within the Police service, David was the Manager of one of only three U.K. National Police Fraud Management Courses accredited by Teesside University Business School. Since leaving the Police Service, David has taught law subjects at Warwick University Law School and a wide range of Managerial Skills at Coventry City University Management School. David has both developed and taught academic programmes on the subject of Corporate Governance at Magna Carta College, Oxford. David has previously held the position of lecturer of Law and Corporate Governance at the International Policing and Justice Institute, University of Derby. Since setting up his own company, 'dg Anti-Fraud Consultants Ltd', David has been commissioned to assist the Polish, Turkish and Lithuania Governments' fight against organised crime.</i></p>
	<p style="text-align: center;"><i>Prof. (Dr) Malgorzata Magdalena Hybka</i> <i>Associate Professor at Poznan University of Economics and Business</i> <i>Department of Public Finance, Poland</i></p> <p><i>Prof. Malgorzata Magdalena Hybka is currently the Associate Professor in the Department of Public Finance at the Poznan University of Economics and Business. She serves as Head of Postgraduate Studies in Taxation and Tax Advising. After a diversified carrier in business and public administration inspired by her scientific interests and desire for personal development, she joined the Academia in 2007 and was the first in her peer group at the University to receive Dr habilitatus degree in Public Finance (in 2011). She was appointed to fulfil multiple functions for the University in the past, inter alia: she was the initiator and coordinator of the first Bachelor and Master Studies in English in Finance, the first in her peer group Head of Department at the Faculty of Economics. Contemporarily she is a member of several international organizations: Association Internationale des Economistes de Langue Française (AIELF), Center for Business & Economic Research, International Institute of Public Finance. She is the author of more than one hundred scientific publications, presenting and publishing at conferences in the field of international taxation and European Union fiscal policy. She specializes in comparative tax law and economics which helps her to combine the scientific profession with a passion for foreign languages.</i></p>

	<p style="text-align: center;">Gerald Doyle, MA <i>Financial Pathways Consultancy and Visiting Lecturer, BUCKS University, UK</i></p> <p><i>Gerald Doyle MA is a widely experienced professional researcher, lecturer consultant and former investigator across varied law enforcement agencies. His varied blend of experience combines risk and change management with preventative strategies applicable to research, law enforcement and business. He has substantial experience in all aspects of serious organised crime including fraud and financial crime anti-money laundering & counter terrorism financing. Gerald has delivered projects in Europe, Africa, Middle East, and South America. He is currently a Visiting Lecturer at University of Buckingham delivering on the Financial Crime master's programme. He was previously engaged at Nottingham Trent University delivering on the Management of Fraud MSc. Currently Gerald is Director of Financial Pathways Consultancy Ltd delivering change management and specialist investigative solutions pertinent to the research and investigation of organised crime. Gerald has experience in Training Needs Analysis, learning design & delivery internal and external quality assurance applicable to the Education sector. He is a Member of the Society of Education and Training & Society for Evidence Based Policing</i></p>
	<p style="text-align: center;">Dr. P R Datta FCIM, FRSA, CMBE, FHEA <i>Centre for Business & Economic Research, London, UK.</i> <i>Senior Lecturer & Scholarship Lead, School of Business & Enterprise, Regent College London, UK</i></p> <p><i>Dr Datta earned his first degree in Plasma Physics from the Peoples' Friendship University of Russia in Moscow, MSc in marketing from Glamorgan University, UK and PhD in Marketing, University of Hertfordshire, UK. He is a fellow and member of the Chartered Institute of Marketing (CIM), UK, and various professional bodies, including the British Academy of Management, the European Marketing Academy, and the European Institute for Advanced Studies in Management. Currently, Dr Datta holds the Executive Chair of the Centre for Business & Economic Research (CBER) position and is Editor-in-Chief of the Journal of Business and Retail Management Research (JBRMR), and also a Senior lecturer and Scholarship Lead, School of Business & Enterprise, Regent College London, UK. Dr. Datta has published extensively in international refereed journals and conferences, and several of his publications have received positive feedback from business and management scholars. In 2019, he was recognised in the United States by the US Congress, the New York State Assembly, and the NYC Small Business Service for his research contribution.</i></p>
	<p style="text-align: center;">Prof. (Dr.) Maria Dos-Santos <i>ISCTE- University Institute of Lisbon, Department of Economics, Portugal</i></p> <p><i>Maria Dos-Santos holds her Ph.D. in Economics. She is an Associate Professor at ESCS and a Researcher at the ISCTE-Institute University of Lisbon. She is a Portuguese Delegate of COST Action from the European Commission. She was/is an External Evaluator of the European Commission - HORIZON EUROPE. She was a Special Advisor in Agricultural Economics Policies at the Multiannual Financial Framework 2014-2020 from the EU and before a Portuguese Participant in a Project supported by the European Parliament. She is a member of the Editorial Board of Ecocycles Journal (SCOPUS) and various other journals and the editor-in-chief of the JARNR. Maria Dos-Santos is/was an Invited Keynote Speaker from many universities worldwide.</i></p>

	<p style="text-align: center;">Dr Abdul Rahim Soomro <i>Brunel University London, UK</i></p> <p><i>Dr. Abdul Rahim Soomro, a former civil servant turned academic, currently holds the position of module leader in business law at Brunel University London. Additionally, he serves as a dedicated research supervisor for postgraduate students at the university. With an illustrious career in civil service roles in Pakistan, including Home Secretary, Secretary Law and other different departments, he brings a unique blend of practical experience and academic expertise. Driven by a profound passion for teaching Dr Soomro has been imparting knowledge for over a decade, leaving an indelible mark on students. His diverse educational background and extensive experience contribute to his reputation as an outstanding educationist and a highly motivated teacher. Dr Soomro is deeply involved in research, reflecting his commitment to advancing scholarly pursuits. His longstanding association with our organisation includes his role as a reviewer of the biannual academic journals and one of the key organisers of academic conferences.</i></p>
	<p style="text-align: center;">Prof. Thobekani Lose <i>Centre for Entrepreneurship Rapid Incubator, Walter Sisulu University South Africa</i></p> <p><i>At present Dr. Lose is the Institutional Director for Centre for Entrepreneurship Rapid Incubator (CfERI) at Water Sisulu University (WSU), a board chairperson for the Township Cannabis Incubator (TCi). Providing support to municipalities in identifying and incorporating innovation into Local Economic Development (LED) practice. Dr Lose has 9 years' work experience in a senior management role. The CfERI at WSU is a strategic venture with Seda for the development and sustainability of SMMEs in the Eastern Cape Province. Dr. Lose has over 11 years of work experience within the entrepreneurial ecosystem: development and lecturing business management subjects. During his days at SEDA as well as in his present role as a CfERI director, he directly and indirectly mentored more than 1154 small businesses in various provinces throughout South Africa. He has fund raised over 84 million through stakeholder engagement and partnership. As an enthusiastic academic, Dr. Lose published close to 40 academic articles in peer-reviewed journals. He has over 10 years of participation in community engagement projects and assessor/examiner for UKZN, DUT, VUT, NMU, CPUT and TUT. Dr Lose has been invited to deliver over 9 entrepreneurial talks to national and international conferences, including the United State of America, South Korea, Switzerland, Ireland, and Netherlands. In South Korea he has won a distinguished research award for his research work</i></p>

VISIT LONDON

For the discerning London offers a wealth of possibilities. As well as being the most ethnically diverse city on the face of the planet it is a convenient transport hub which ensures the constant exchange of ideas. With its extraordinary rich history, thriving arts scene and tolerant outlook it has become a haven for communities from every corner of the globe. London is a city with many faces, from the quaint and archaic to the ultramodern and anarchic. Its museums, libraries and academic institutions are some of the most revered in the world and continue to exercise a magnetic pull that attracts the finest minds. No visit to London would be complete without a visit to one of its great treasure houses such as the British Library (www.bl.uk), the British Museum (www.britishmuseum.org) or Tate Modern (www.tate.org.uk), but for the real gems one needs to seek out the lesser known locations, the likes of the Sir John Soane's Museum (www.soane.org), the Imperial War Museum (www.iwm.org.uk), Kew Gardens (www.kew.org) and the Wallace Collection (www.wallacecollection.org). Travel around London can be a trifle daunting at first, but there are a whole raft of options and rather than paying for single tickets it often makes good sense to buy a day travel card which will enable you to use buses, the London Underground (known locally as The Tube) and Overground Trains within the capital – for further details be sure to visit: www.tfl.gov.uk

London is an expensive city, especially when it comes to accommodation and transportation. That said, if you know where to look bargains can be found. Whatever your passion, be it books, shopping, sport, or the theatre, you will discover that London has it all except possibly the weather.

In preparation for your visit the CBER team has drawn up the following list of eight of the best visitor destinations whilst in London: -

- 1) **The British Museum** – Quite simply one of the finest collections of artefacts and antiquities from around the world.
- 2) **The Tower of London** – At various times a royal residence, prison and now the home of the Crown Jewels. An extraordinary treasure house that enshrines a thousand years of English history.
- 3) **The South Kensington Museums (Natural History Museum, Science Museum, and the Victoria & Albert Museum)** – Three magnificent museums adjacent to one another.
- 4) **The National Gallery** – An internationally famous art collection that dominates Trafalgar Square and offer art that dates from the pre-Renaissance period until the late Nineteenth century.
- 5) **Imperial War Museum** – A couple of minutes' walks from Lambeth North Station on the Bakerloo Line lies one of the most poignant collections that tell the story of conflict and courage in the Twentieth and Twenty First centuries.
- 6) **St Paul's Cathedral and Tate Modern** – Marvel at the architectural splendour of the Sir Christopher Wren masterpiece then walk over the pedestrian bridge over the river Thames to view a cathedral to modern art.
- 7) **Houses of Parliament and Westminster Abbey** – See the mother of Parliaments and the site of the Coronation of Kings and Queens. Few visitors can resist stopping to take pictures of the world's most famous clock tower.
- 8) **Greenwich** – Why not take a trip down the river Thames to visit Greenwich the centre of world time, the Royal Maritime Museum, and the Cutty Sark – one of the world's most famous sailing ships.

GENERAL INFORMATION

1. **Presentation Timing:** A full paper is usually allocated approximately 12 minutes for presentation followed by 3 minutes for questions from the audience. The track chair will keep an eye on the time and alert you when time is beginning to run short. Please note that we actively encourage constructive questions from the audience. Your cooperation in bringing your presentation to a close within the time specified is essential to the smooth running of the conference and to be fair to other presenters.
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3. **Presentation:** The CBER requests that PowerPoint presentations be sent in good time so that they can be uploaded onto the conference laptop. Please email these with your name and the conference that you are due to present at: info@cberuk.com. It is also a sensible precaution to make sure that you hold a copy of your presentation with you. Any presentation that has not been submitted in time will not be pre-loaded and remain the responsibility of the presenter.
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6. **Lunches:** Standing Buffet lunch will be served from 13.00-14.00 pm outside the conference room.
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19. **Location:** University of London, Senate House, Malet Street, London, WC1E 7HU, UK

Travel Direction

The University of London is conveniently located in the heart of Bloomsbury, next to the British Museum and Russell Square.

By tube

The nearest underground stations are:

- Russell Square (Piccadilly Line)
- Goodge Street (Northern Line)
- Tottenham Court Road (Central Line and Northern Line)
- Euston Square (Circle Line, Metropolitan Line and Hammersmith and City Line)
- Euston Station (Victoria Line & Northern Line)

By rail

Euston, King's Cross, and St. Pancras mainline stations are within walking distance. The other London mainline stations are a short tube or taxi journey away.

By bus

Closest bus stops - Tottenham Court Road or Russell Square (Numbers 7, 24, 29, 68, X68, 73, 91, 134, 168 and 188)

For further details: <https://www.london.ac.uk/contact-us#visiting-senate-house-11231>

8th ICGEEE -2023, CONFERENCE HASHTAG**#ICGEEE23**

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8th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE)

University of London, Senate House, Malet Street, London, WC1E 7HU, UK

SCHEDULE FOR THE CONFERENCE 2023

DAY-1 (HYBRID MODE) FRIDAY, 8th DECEMBER 2023

8.00 am -9.00 am Registration, Coffee & Networking.

(TEA AND COFFEE BREAK & NETWORKING: 11.15 AM-11.30AM)

LUNCH BREAK & NETWORKING: 13.00 PM-14.00 PM (FOR IN-PERSON CONFERENCE DAY ONLY)

The schedule is designed around the UK time zone. Online attendees from other countries should check their local time zones and join the event at the appropriate time.

SESSION 1: INAUGURAL SESSION (HYBRID MODE)

9.00 AM-9.45 AM (TEA AND COFFEE BREAK & NETWORKING: 11.15 AM-11.30 AM)

Session Chair: **Gerald Doyle**, Financial Pathways Consultancy and Visiting Lecturer, Buckinghamshire New University, UK

9.00 AM-9.10 AM: Opening Address & Introduction

9.10 AM -9.20 AM: Message of Welcome

Dr. P R Datta, Executive Chair, Centre for Business & Economic Research, Regent College London, UK

9.20 AM -9.45 AM: KEYNOTE ADDRESS

Prof. David M J Graves, Centre for the study of organised crime (CSOC), UK

Title of the presentation: Organised Crime - Depletion of investigatory resources

Brief synopsis

Budget cuts reduced investigative resources and continuing uncertainty across the UK Police Service and other investigative authorities has presented many businesses and corporations with a big problem. Corporations are now asking "how do they get authorities to investigate the many financial irregularities happening within their businesses"? The UK police forces and authorised agencies are now ill equipped, under skilled to deal with time-consuming issues such as offences of financial crime, employee theft and 'scamming' in the same way as they did of old? Of the 43 police forces in the UK very few now have the capability to investigate fraudulent crime activity. The 'Action Fraud' website of 2009 (City of London Police) was set up as a 'one stop shop' for cases of fraud and/or financial crime, both for the private consumer and businesses. It allows for the self-reporting of cases, which are then referred to the relevant Police force for a line of enquiry. This could often take days or weeks if it is referred to at all. This is a clear example of a lack of resources to respond to cases of crime in a timely and professional manner that would, under normal circumstances, be expected by those reporting.

2021 has seen a new period of austerity and it has highlighted that private investigating is slowly becoming a mainstream occupation, the Government needs to see the evidence and realise that a solid network of private investigators throughout the country are openly operating that are available to be studied as a rich additional resource to bolster current law-enforcement. As a pilot insider researcher exercise the author attended a workshop at Oxford University covering "The Restructuring of the Global Economy", where business and academic leaders were present from 33 countries. The final consensus using a 'business to business' research model suggested that a research paper on this subject is long overdue and therefore regarded as a critical and necessary research subject. Those attendees at the conference also openly suggested the same exercise should be extended to gather the views of the public, as they would, as part of any investigation process, have exposure to the investigative authorities.

Historically the term "Good old policing skills" was in the past sufficient to deal with crime in its general form. Moving into the 21st century has seen an escalation of the sophisticated way criminals are perpetrating their crimes. To address this ever-evolving trend there must be a dynamic change in government policy and directives need to be put forward to change the way crime

investigation is undertaken. Over the past three decades extensive development in the areas of investigation laws and policy have arisen. There is now a need to evolve ever more to address the ever-growing virus that destroys society and cripples' global economies. Public perception of law enforcement is at an all-time low. Bridges must be rebuilt; confidence must be restored and failure to address either will result in a lawless society where the only direction is that of self-destruction.

So, as a critical focus this research aims to provide an original and significant contribution to academic knowledge that will have value as a source research paper about how private investigators can work in harmony, as a fully licenced and excepted agency that can work alongside with the police and other key statutory organisations at both strategic and operation level to address organised crime.

SESSION 2 PANEL SESSION- (HYBRID MODE)

9.50AM -11.15 AM

Session: Entrepreneurship in Emerging and Developing Countries

Session Chair: Prof. Thobekani Lose, Centre for Entrepreneurship Rapid Incubator, Walter Sisulu University, South Africa

9.50 AM-11.15 AM: PRESENTATIONS

- I *Township entrepreneurship, Unemployment reduction and Economic Development: Myth or Reality in Sub-Saharan African Countries*
Clement Oppong, Kwame Nkrumah University of Science and Technology School of Business, Department of Accounting and Finance, Ghana; **Motshedisi Mathibe**, Gordon Institute of Business Science University of Pretoria, South Africa
- II *Consequences of Failure and Challenges Faced by Small Business: A literature review*
Ikenna Franklin Eze; Thobekani Lose, Centre for Entrepreneurship Rapid Incubator Walter Sisulu University, South Africa
- III *Solidarity economy in the heart of the amazon: an innovative approach to sustainable development*
Carmen Amelia Coral-Guerrero; Pablo Hidalgo-Romero; María Elena Pulgar, Universidad Internacional SEK, Ecuador
- IV *Student interest in technology transfer with educational technologies in the "Fabrication Lab" for entrepreneurship*
Juan Diego Cerrón Salcedo; Jair Jesús León Lucano; Olger Albino Gutierrez Aguilar; Alberto Jesús Torres Hinostroza, Continental University, Arequipa, Peru
- V *Influences of Age, Education, and Experience on Gender bias perceptions: A quantitative analysis of female entrepreneurship in Romania*
Julia Anamaria Şişu, Bucharest University of Economic Studies, Romania; **Cristina-Claudia Patriche; Alexandru Căpătina; Nicoleta Cristache**, Dunarea de Jos" University of Galati, Romania; **Marian Năstase**, Bucharest University of Economic Studies, Romania
- VI *Sociocultural factors as antecedents of challenges faced by women entrepreneurs: role of experiential motivation and innovative work behaviour*
Najma Iqbal Malik; Iqra Kalsoom, Department of Psychology, University of Sargodha, Pakistan
(Online)

SESSION 3 -PANEL SESSION- (HYBRID MODE)
11.30 AM-13.00PM (Lunch Break: 13.00 PM -13.45 PM)
Session: Human Resources Management
Session Chair: Dr Abdul Rahim Soomro, Brunel University London, UK

11.30 AM-13.00 PM

PRESENTATIONS

- I *A review of the continuing impact of the 4th industrial revolution on employment in South Africa*
Pfano Mashau, University of KwaZulu-Natal, South Africa
- II *Employee empowerment and job satisfaction in Nepalese commercial banks*
Sonila Shakyaa; Pradeep KC, Purbanchal University, Nepal
- III *Strategic management paradoxes: A case of a social sciences and humanities research agency in South Africa*
Sibongile Ngcobo; Lungile Ntombela; Vuyokazi Mtembu, School of Management, IT and Governance, University of KwaZulu-Natal, Durban, South Africa
- IV *Socio-Demography and emotional intelligence in Nepalese Banks*
Pradeep KC, Purbanchal University, Sunsari, Nepal (**Online**)
- V *Investigating the effects of remote and hybrid work models on workforce productivity, organisational culture, and work-life balance in a medium scale retail fashion industry like M&S*
Juliana Olayemi Omolambe, University of Bolton, UK; **Flomny Menon**, Regent College London, UK
- VI *A comparative analysis of human resource management style and practices and their impact on company performance: evidence based on foreign and local manufacturers in Bangladesh*
Hamida Mosharraf Moniea; Mashita Khasro Sarah; Mohammad Khasro Miah, Department of Management, School of Business and Economics, North South University, Dhaka, Bangladesh

SESSION 4 PANEL SESSION- (HYBRID MODE)
13.45 PM-15.00 PM (Break: 16.15 PM -16.30 PM)
Session: The Financial Sector in Emerging Economies
Session Chair: Prof. (Dr.) Maria Dos-Santos, ISCTE- University Institute of Lisbon, Department of Economics, Portugal

13.45 PM-15.00 PM

PRESENTATIONS

- I *The sustainability of cryptocurrencies: The case of Bitcoin as an investment asset*
Nawaz Ahmad, Shaheed Benazir Bhutto University, Institute of Business Administration, Pakistan; **Maria Dos-Santos**, ISCTE- University Institute of Lisbon, Department of Economics, Portugal
- II *Change management and implementation mechanism*
Abdullayeva Maftuna, The Academy of Public Administration under the President of the Republic of Azerbaijan
- III *The financial sector of emerging markets based on digital technology evolution in the banking sector - The Ghanaian experience*
Joseph Asare; Michael Nana Owusu-Akomeah; Emmanuel Atta Kumah; Stephen Owusu Afriyie; George Oppong Ampong, Ghana Communication Technology University, Department of Accounting, Banking and Finance, Ghana (**Online**)

- IV *An empirical analysis into the relationship between effective stakeholder involvement variables and the successful execution of capital projects*
Johanna Tefu; Sinakhokonke Mpanza, University of South Africa, South Africa
- V *Nexus between financial inclusion and economic activity: A study about traditional and non-traditional financial service indicators determining financial outreach*
Florian Gerth, Asian Institute of Management, Makati, Manila, Philippines (Online)

SESSION 5: PANEL SESSION - (HYBRID MODE)**15.00 PM-15.45 PM (Break: 15.45 PM -16.00 PM)****Session: Marketing and Branding/Teaching and learning**

Session Chair: **Dr. P R Datta**, Centre for Business & Economic Research, and Scholarship Lead, School of Business & Enterprise, Regent College London, UK

15.00 PM -15.45 PM: PRESENTATIONS

- I *The impact of digital banking on customer satisfaction in private commercial banks, Nepal*
Binay Shrestha, Birgunj Public College, Nepal; **Sonila Shakya**, Purbanchal University, Nepal
- II *An examination of reverse logistics best practices in the fast-moving consumer goods industries*
Mpho Sharon Makgedi Makaleng, Department of Marketing, Supply Chain and Sports Management, Tshwane University of Technology, South Africa
- III *The role of media in SDGs promotion*
Oxana Trestianu, BUCKS New University, U.K.; **Palto Datta**, Regent College London, UK

SESSION 6 PANEL SESSION-HYBRID MODE**16.00 PM-17.15 PM****Session: Growth & Economic Development/E-Business, Cloud Computing & Cyber Security**

Session Chair: **Dr. Prof. Huseynova Khatira**, The Academy of Public Administration under the President of the Republic of Azerbaijan, Head of the Department of Public Administration, and Management

16.00 PM -17.15 PM**PRESENTATIONS**

- I *Evidence on the role of institutions in economic growth: A panel data study of developing countries*
Hamaad Yousuf, Forman Christian College (A Chartered University), Pakistan
- II *Exploring the drivers of GDP growth in emerging market economies. A comprehensive analysis of FDI, HCI, Inflation, Tax Revenue, Government Spending, and Trade Intensity*
Artina Kamberi, University of Tetova, Macedonia
- III *The African Growth and Opportunity Act (AGOA) and export performance: A case study of the United Republic of Tanzania in relation to its East African Partner States*
Miraji Hamis Kasunsumo, Principal Economist at Tanzania Revenue Authority, Dar es Salaam, Tanzania
- IV *A discussion of TikTok's disregard of UK and US child data policies*
Clifford Fisher; Olivia Hodge; Lydia Barber, Purdue University, USA
- V *Readiness for new ventures in South Africa through entrepreneurship education: A reflective thematic approach*
Thobekani Lose; Priviledge Cheteni, Centre for Entrepreneurship Rapid Incubator, Walter Sisulu University, South Africa

SESSION 7 PANEL SESSION-HYBRID MODE

17.15 PM -18.00 PM

Session: Education and Teaching/ Closing Remarks**Session Chair: Dr David Clemson, Regent College London, UK****17.15 PM -18.00 PM****PRESENTATIONS**

- I *Enhancing quality assurance in higher education through strategic endowment fund management: Case studies and best practices*
Nayer Fardows, Forman Christian College (A Chartered University), Pakistan; **Daud Nayer**, Strathclyde University Glasgow, UK; **Agnes Nayer**, Christian Educational Endowment Trust Lahore; **Sarah Nayer Jaffar**, Coventry University, Coventry, UK
- II *Assessing the Reasons of brain drain causing regional imbalance among the University teaching professions in Lagos, Nigeria*
Adeshina Mathew, University of Bolton, UK; **Shobha Harebasur**, Regent College London, UK

17.45 PM -17.55 PM: **Q & A session and Feedback for the Day 1****17.55 PM****CLOSING REMARKS FOR THE 1st DAY CONFERENCE**

**DAY 2 (VIRTUAL MODE)
SATURDAY, 9 DECEMBER 2023**

8.30 am -9.00 am

Registration

***SCHEDULE IS BASED ON THE UK TIME PLEASE CHECK YOUR LOCAL TIME
ACCORDINGLY***

9.00 am-9.10 am

OPENING ADDRESS FOR DAY 2

Prof. David M J Graves, Centre for the study of organised crime (CSOC), UK

SESSION 8 (PLANERY SESSION)- (VIRTUAL MODE ONLY)

9.10 AM -10.30 AM

Session: Supply Chain Management and Marketing

Session Chair: Gerald Doyle, MA Financial Pathways Consultancy and Visiting Lecturer, BUCKS
University, UK

9.10 AM -9.30 AM: KEYNOTE ADDRESS

Prof. (Dr.) Gairik Das, Head Business Management Projects & MDP, Indian Institute of Social Welfare and Business Management, Kolkata, India

Title of the presentation

Marketing of Government aided B schools, Post covid era: Challenges and Opportunities; With special emphasis to the state of West Bengal in India

PRESENTATIONS

- I *Improvement of overall equipment effectiveness through planned equipment maintenance: A case study*
Asser Letsatsi Tau; Emmanuel Innocents Edoun; Anup Pradhan; Charles Mbohwa, University of Johannesburg, Johannesburg, South Africa
- II *The determinants of supply chain performance in procuring entities in Tanzania: Mediating effect of supplier-buyer relationship*
Deus N. Shatta, Department of Management Sciences, National Institute of Transport, Dar es Salaam-Tanzania
- III *Multiple linear regression analysis for determining factors affecting the actual adoption of enterprise application architecture for supply chain management*
Kingston Xerxes Theophilus Lamola, Faculty of Management & Law, School of Economics & Management, Department of Business Management, University of Limpopo, South Africa
- IV *Improvement of SME's manufacturing and supply process flow – A case study*
Asser Letsatsi Tau; Emmanuel Innocents Edoun; Anup Pradhan; Charles Mbohwa, University of Johannesburg, Johannesburg, South Africa

SESSION 9 WORKSHOP- (VIRTUAL MODE ONLY)**10.30 AM -11.00 AM****Workshop Session: Scientific Research****Session Chair: Prof. David M. J. Graves, Centre for Study of organised Crime (CSOC), UK****10.30 AM -11.00 AM****Dr P. R. Datta, Centre for Business & Economic Research and Scholarship lead, Regent College London, UK****Title of the workshop: Demystifying Scientific Research****Brief synopsis**

Researchers are truth seekers. They analyse, investigate, and interpret an event of the phenomenon. A true researcher does not make any speculations; instead, they bring the evidence after examining and testing. For them, the quest for proof is imperative and eternal. While we understand that some researchers will lose themselves in speculation, those with the method and integrity will always set to the task to seek out and test for evidence. It is vital for researchers to test, document, and verify all possible shreds of evidence and corroborate where possible. Rogue results, often caused by human error, tend to throw entire findings, hence the importance of repeat tests, multiple observations, random sampling, and benchmarking. Many of us have a distorted or ambiguous picture of the tasks of the researchers, and there are many misconceptions about the research. We, as researchers, should have a clear understanding of the research process. The research process can be the most interesting, exciting, and happier task for the researcher, not a tedious, dull, or complex process. The research should be well connected to our life, problems, and things we do every day. Furthermore, in an age of open access publishing, it has become seemingly more challenging to understand the critical ethical issues in research publication, and it seems many of us do not have a clear understanding of the ethical aspects of research especially, authorship, intellectual property, data fabrication, post-publication issues & corrections, peer review processes and many more

Despite the universal demand for scholarly writing and the publishing of learned papers, most institutions do not offer formal training or specialist workshops on writing influential articles and following the ethical aspects. This can frustrate young researchers and inhibit professional progress and place research in the public domain. Therefore, this talk's primary purpose is to discuss the research process in a simple format and the critical areas of ethical dimensions for the authors.

SESSION 10 PANEL SESSION- (VIRTUAL MODE ONLY)**11.15 AM -13.00 PM****Session: Growth and Economic Development/Entrepreneurship****Session Chair: Prof. (Dr) RK Arya, Manav Rachna International Institute of Research and Studies Faridabad, India****11.15 AM -13.00 PM****PRESENTATIONS**

- I *How did the lack of crypto industry-specific accounting contribute to financial instability?*
Tyzz Yun Chen, Pace University, New York, USA
- II *Moderating role of transformational leadership on workplace mindfulness and employee wellbeing*
Vidhu Gaur, Management Development Institute Gurgaon, India
- III *De-dollarizing the Global Economy*
Berdia Gatenadze, Ivane Javakhishvili Tbilisi State University, Georgia
- IV *Sustainability Perspective of Semi-Solid Waste: Economy, Environment and Employment*
R K Arya; Anjali Singh, Department of UG Management Studies, School of Leadership and Management, Manav Rachna International Institute of Research and Studies
- V *How will BRICS countries will influence world economy*
Pellegrino Manfra, City University New York, Queensborough CC, USA
- VI *Farmers' Perceptions of the impact of land registration and certification on sustainable use of farmlands in Amhara Region, Ethiopia*
Ermias Ashagrie, Bahir Dar University, Ethiopia

SESSION 11: KEYNOTE ADDRESSES- (VIRTUAL MODE ONLY)**13.00 -14.00 PM****Session: SPOTLIGHT KEYNOTE ADDRESSES**

Session Chair: Dr P. R. Datta, Centre for Business & Economic Research and Scholarship lead, Regent College London, UK

13.00 PM -13.25 PM: KEYNOTE ADDRESS

Prof (Dr) Sarat C Das, Director (Research), C3S Business School, Spain, Director & Chief Mentor, Aspire Business School, Spain

Title of the presentation

Slow Living, Slow Economy, and Slow Consumerism: Contentment is the Nirvana

Brief synopsis

The "slow movement" in consumerism relates to rational action in a particular manner, that is to say the action chosen by reasoning without haste. Prima facie sits at a sharp contrast to 'impulsive buying' causing cognitive dissonance for the consumer. Are numerous consumer goal-appropriated actions that are taken always turn out to be rational? Do the consumers always invest time thinking through his or her proposed action, the deliberation on how the action may hold out? Unfortunately, the current form of consumerism has led to unrestrained and obtuse consumption. Hence, Norwegian philosopher Guttorm Fløistad aptly remarked: "In order to master changes, we have to recover 'slowness, reflection and togetherness' which has a profound bearing on consumerism and choices." The research embarks on an inquiry to find out how the nomology of the mind works. The latter is the branch of science and philosophy concerned with the laws or principles governing the thought processes and operation of the mind, especially as defined by custom or culture, influence consumer choice that relates preferences to consumption expenditures. The discourse makes an inroad into an analytical framework of how consumers maximize the desirability of their consumption as measured by their preferences subject to limitations on their expenditures, by maximizing utility subject to a consumer budget constraint. The nomology based framework hints at a nomological network of relationships between constructs in decision making, the outcome of this needs to be put in the perspective of the current consumerism. It is interesting to speculate how the representation of the concepts (constructs) of interest in consumerism brings about the manifestations, and the interrelationships between these phenomena. Various necessary elements of a nomological network in consumerism need to be validated -- such as two constructs or theoretical propositions stating the underlying linkages between constructs, multiple correspondence rules allowing each construct to be measured empirically or even establishing the representing the various hypotheses centred around consumerism.

13.25 PM -13.50 PM: KEYNOTE ADDRESS

JoAnn Rolle, Ph.D., Dean School of Business, Medgar Evers College, City University of New York

Title of the presentation

Preview Book Launch: *Tech-Enabled Futures: Elevating Education in Underserved Areas* by J. D. Rolle
Bridging Divides Through Tech-Enabled Education

Brief synopsis

As innovations redefine society, marginalized communities find themselves disconnected from technological abundance. This paradox of innovation amidst inequity calls for urgent solutions. "Tech-Enabled Futures: Elevating Education in Underserved Areas" confronts digital divides by equipping stakeholders to leverage technology for emancipatory education. This body of work synthesizes research on implementing tech-enabled tools, policies, and partnerships to uplift underserved learners. Spanning 10 chapters, the book serves as a guide for researchers and practitioners committed to realizing the liberatory potential of education.

This paper will present key highlights from "Tech-Enabled Futures," including insights on essential infrastructure and connectivity, innovative teaching methods, community involvement models, data-driven decisions, and sustainable policy frameworks. By illuminating strategies to democratize access, the book aims to galvanize discourse and action around education as a vehicle for social justice in the digital age.

SESSION 12: KEYNOTE ADDRESSES

14.00 PM -15.15 PM

Session: Education and Teaching in LLS/Entrepreneurship**Session Chair: Prof. (Dr) Pellegrino Manfra, City University New York, QCC, USA**

14.00 PM -15.30 PM

PRESENTATIONS

- I *A quantitative study on instructors' perspectives about teaching modalities in the classroom for a graduate hybrid program*
Gabriel De Freitas; Iris Billy; Charles Crain; Ana Gonzalez, Campbellsville University, Kentucky, USA
- II *Can Social Media Consumption behaviour shape personalities? -A comparison between GenZ and GenAlpha*
Afrinsorwat Khan Faika; Mashruha Zabeen, Department of Business Administration, East West University, Dhaka, Bangladesh
- III *Technology and institutions: What can research on Artificial Intelligence (AI) technology and institutions learn from each other?*
Iris Billy; Hannah Anush, Campbellsville University, Kentucky, USA
- IV *Collecting VAT Revenue in the Turbulent Times – Insights from Poland*
Małgorzata Magdalena Hybka, Poznan University of Economics and Business Department of Public Finance, Poland

SESSION 13: KEYNOTE ADDRESSES

15.15 PM -16.45 PM

Session: E-Poster Presentations**Session Chair: Prof. (Dr.) Małgorzata Magdalena Hybka, Poznan University of Economics and Business Department of Public Finance, Poland**

15.15 PM -16.45 PM

PRESENTATIONS

- I *Analysing the key challenges that women entrepreneurial businesses are facing in the UK: The Case of BAME group*
Aliar Hossain; Imad Nawaz; Zakiya Amani, Northumbria University London, UK
- II *Assessing the role of managers in implementing technological change*
Nour Elhouda Amrouche, University of Bolton, UK; **Palto Datta**, Regent College London, UK
- III *Analysing the key determinants of Investment decision while setting up an entrepreneurial business in the United Kingdom*
Aliar Hossain; Imad Nawaz; Nasrin Sultana, Northumbria University London, UK
- IV *Empirical research on the skills gap associated within the UK education system, focusing on young adults (16–25) and formulating guidelines for a sustainable future world of work.*
Volodymyr Naidiuk; Rishiram Aryal, University of Bolton, UK
- V *The effect of dividend decision's on firm profitability*
Hisham Mohamed; Ehab Amr; Salma Emad; Ahmed Abduljalil; Mohamed Abdelsalam, Faculty of Commerce & Business Administration, Future University in Cairo, Egypt

- VI *The impact of covid-19 on the Indian aquaculture and seafood industry: the importance of leadership and strategic business management in crisis management*
Sethulakshmy Sivadas, University of Bolton, UK; **Shohail Choudhury**, Regent College London, UK
- VII *Hedonic and environmental motivations in the use of green innovations, E-scooters*
Shahd Ayman; Amina Salah; Shady Zakaria; Fares Samir; Ahmed Magdy; Michael Saad; Noureldin Mahmoud; Sahar Nagaty, Faculty of Commerce and Business Administration – Future University in Egypt

SESSION 14: ANNOUNCEMENTS AND CLOSING REMARKS**16.45 PM-17.15 PM****Session Chair: Gerald Doyle, MA** Financial Pathways Consultancy and Visiting Lecturer, BUCKS University, UK**16.45-16.55: MESSAGE OF APPRECIATION****Prof. David Graves**, Centre for the study of organised crime (CSOC), UK**16.55 PM: ANNOUNCEMENT OF BEST PAPERS****17.00 PM: CLOSING REMARKS****Dr P.R. Datta**, Executive Chair, Centre for Business & Economic Research, UK and Regent College London, UK**Feedback from the audience****Conference closes****17.10 pm: CLOSING REMARKS****Conference Closes**

We wish you all the best.

8th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE), 8-9th December 2023, University of London, UK

List of Countries & Institution Represented

Number	Country	Institution
1	Azerbaijan	The Academy of Public Administration under the President of the Republic of Azerbaijan
2	Bangladesh	North South University, Dhaka, Bangladesh East West University, Dhaka, Bangladesh
3	Ecuador	Universidad Internacional SEK, Ecuador
4	Egypt	Future University in Cairo, Egypt
5	Ethiopia	Bahir Dar University, Ethiopia
6	Ghana	Kwame Nkrumah University of Science and Technology, Ghana Ghana Communication Technology University, Ghana
7	India	Indian Institute of Social Welfare and Business Management, Kolkata, India Management Development Institute Gurgaon, India Manav Rachna International Institute of Research and Studies, India
8	Macedonia	University of Tetova, Macedonia
9	Nepal	Purbanchal University, Nepal Birgunj Public College, Nepal
10	Pakistan	University of Sargodha, Pakistan Shaheed Benazir Bhutto University, Institute of Business Administration, Pakistan Forman Christian College (A Chartered University), Pakistan Christian Educational Endowment Trust Lahore, Pakistan
11	Peru	Continental University, Arequipa, Peru
12	Poland	Poznan University of Economics and Business Department of Public Finance, Poland
13	Portugal	ISCTE- University Institute of Lisbon, Department of Economics, Portugal
14	Romania	Bucharest University of Economic Studies, Romania
15	Spain	Aspire Business School, Barcelona, Spain
16	Philippines	Asian Institute of Management, Makati, Manila, Philippines

17	South Africa	Gordon Institute of Business Science University of Pretoria, South Africa Walter Sisulu University, South Africa University of KwaZulu-Natal, South Africa University of South Africa, South Africa Tshwane University of Technology, South Africa University of Johannesburg, Johannesburg, South Africa University of Limpopo, South Africa Gordon Institute of Business Science University of Pretoria, South Africa Walter Sisulu University, South Africa
18	Tanzania	Principal Economist at Tanzania Revenue Authority, Dar es Salaam, Tanzania National Institute of Transport, Dar es Salaam-Tanzania
19	United Kingdom	Centre for the study of organised crime (CSOC) Buckinghamshire New University, UK Northumbria University London, UK University of Bolton, UK Regent College London, UK BUCKS New University, U. K Strathclyde University Glasgow, UK Coventry University, Coventry, UK
20	USA	Purdue University, USA Pace University, New York, USA Medgar Evers College, City University of New York, USA Campbellsville University, Kentucky, USA Purdue University, USA

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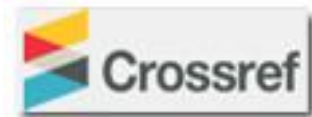
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